

PX23

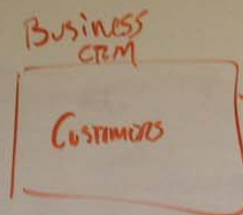
PX23 Attachment H

Photograph of whiteboard from office of John Jones

Revised "126"  
 Project - OCO: Optimized Customer Outcomes  
 WHAT: A/B TESTING PLATFORM FOR INBOUND  
 CUSTOMER SERVICE INQUIRIES

RG Customer - Business → Consumers → Bill: Subscription BASIS

Results: ① Increase Customer Lifetime Value (CLV)  
 ② Reduce CALL CENTER HOLD TIMES → LEAD to LOWER ABANDON RATES  
 ③ LOWER CHARGEBACKS



OCO  
 Technology

- ① Create segments ("cohorts")
- ② Offer cohort several options
- ③ Measure offer w/ CLV

"Always can Transfer to call center if needed"



Customers

Repeat, improve, repeat, ...